

REMARKS

Applicant respectfully requests allowance of the subject application. Claims 1, 4-6, 8, 10-16, 19-24 and 47-51 are pending. Claims 1, 13, and 22 are amended, support for which may be found in the respective claims themselves and throughout the specification and drawings as filed.

Claim Amendments

The amendment is supported to address the examiner's assertion in the Advisory Action that claim 1 "does not recite the third party identifies the hosting entity in a new page". *See Advisory Action, Page 2.* Accordingly, Claim 1 has been amended to positively recite this feature, as well as claim 22. Claim 13 is also amended. For example, Claim 13 has been amended to recites "the new page at the third party's network site that incorporates the user-specific data and that has the appearance of the page presented by the hosting entity's network site" and thus positively recites the appearance. Accordingly, withdrawal of the rejections is respectfully requested.

Conclusion

All of the claims are in condition for allowance. Accordingly, Applicant requests a Notice of Allowability be issued forthwith. If the Office's next anticipated action is to be anything other than issuance of a Notice of Allowability, Applicant respectfully requests a telephone call for the purpose of scheduling an interview.

Respectfully Submitted,

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